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零售業銷貨額按月統計調查報告

Report on Monthly Survey of Retail Sales

二零零零年四月
April 2000



中華人民共和國
香港特別行政區 政府統計處
Census and Statistics Department
Hong Kong Special Administrative Region
People's Republic of China

有關本刊物的查詢，請聯絡：

政府統計處 經銷及服務業統計組〔一〕甲

地址：中國香港九龍紅磡蕪湖街八十三號莊士紅磡廣場十九樓

電話：(852) 2802 1258 圖文傳真：(852) 2827 0551

電子郵遞：genenq@censtatd.gcn.gov.hk

Enquiries about this publication can be directed to :

Distribution and Services Statistics Section (1)A, Census and Statistics Department

Address : 19/F., Chuang's Hunghom Plaza, 83 Wuhu Street, Hung Hom,
Kowloon, Hong Kong, China.

Tel. No. : (852) 2802 1258 Fax No. : (852) 2827 0551

E-mail : genenq@censtatd.gcn.gov.hk

政府統計處網站 Website of the Census and Statistics Department

<http://www.info.gov.hk/censtatd/>

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概況

根據零售業銷貨額按月統計調查，二零零零年四月零售業總銷貨價值估計為155億元，較一九九九年同月上升8%。扣除期間價格變動後，零售業總銷貨數量上升14%。

2. 按商鋪類別分析，與一九九九年同月比較，二零零零年四月家具及固定裝置銷售的升幅最大，以銷售數量計上升34%，以銷售價值計則上升23%。其次升幅較大的包括服裝（零售量和零售價值分別上升32%和18%）、其他耐用消費品（零售量和零售價值分別上升23%和14%）、超級市場貨品（不包括百貨公司內的超級市場部門）（零售量和零售價值分別上升17%和6%）、汽車及汽車零件（零售量和零售價值分別上升15%和12%）、百貨公司貨品（零售量和零售價值分別上升12%和7%）、鞋類、有關製品及其他衣物配件（零售量和零售價值分別上升12%和1%）、珠寶首飾和鐘錶（零售量和零售價值均上升12%）及燃料（零售量和零售價值分別上升2%和7%）。

3. 此外，雜項消費品的銷售數量上升4%，但銷售價值則大致維持不變。食品和煙酒類的銷售數量大致維持不變，但銷售價值則上升2%。

4. 與一九九九年同期比較，二零零零年首四個月的零售業總銷貨數量和銷貨價值分別上升14%和8%。

General observations

According to the Monthly Survey of Retail Sales, the *value of total retail sales* in April 2000, estimated at \$15.5 billion, increased by 8% compared with April 1999. After discounting the effect of price changes over the period, the *total retail sales volume* increased by 14%.

2. Analysed by type of retail outlet and on a year-on-year comparison, sales of *furniture and fixtures* increased the most, by 34% in volume or 23% in value in April 2000. This was followed by sales of *wearing apparel* (by 32% in volume or 18% in value); *other consumer durable goods* (23% in volume or 14% in value); *commodities in supermarkets* (not including supermarket sections of department stores) (17% in volume or 6% in value); *motor vehicles and parts* (15% in volume or 12% in value); *commodities in department stores* (12% in volume or 7% in value); *footwear, allied products and other clothing accessories* (12% in volume or 1% in value); *jewellery, watches and clocks, and valuable gifts* (12% in volume or in value) and *fuels* (2% in volume or 7% in value).

3. Besides, sales of *miscellaneous consumer goods* increased by 4% in volume but remained virtually unchanged in value. Sales of *food, alcoholic drinks and tobacco* remained virtually unchanged in volume but increased by 2% in value.

4. For the first four months of 2000 as a whole, total retail sales increased by 14% in volume or 8% in value over a year earlier.

5. 截至二零零零年四月底的三個月，與截至二零零零年一月底的三個月比較，經季節性調整的零售業總銷貨數量上升10%。

6. 零售業銷貨數量是將零售業銷貨價值內的物價變動因素扣除後所得，所用的物價平減指數是從消費物價指數內相關的項目選取。

7. 本報告書內所顯示的零售業銷貨額統計數字，是各類商店的銷貨額統計而非各類商品的銷售額統計。舉例來說，以「衣物、鞋類及有關製品」而言，其數字並非指衣物鞋類及有關製品的總銷售額，而是指專營這類商品或以這類商品為主要貨品的商店的總銷貨額。因此，這些商店的銷貨數字可能包括其他商品。反過來說，亦有部分衣物、鞋類及有關製品的銷售額可能已包括在其他商店類別的銷貨數字內（例如超級市場內也有少量衣物、鞋類等製品出售）。

8. 根據現時的商店分類法，不同類別的商店所銷售的商品種類範圍，重疊程度多數不大。但百貨公司的情況不同，基於其經營方式，所銷售的商品種類，多會同時包括在其他類別的商店所銷售的商品範圍內，重疊程度較大。在闡析本報告書內的銷貨數字時，要特別留意這點。

5. Based on the seasonally adjusted series, the volume of total retail sales in the three months ending April 2000 increased by 10% over that in the three months ending January 2000.

6. The volume of retail sales is derived from the value of retail sales after adjusting for price changes. The relevant components of the Consumer Price Index are used as deflators.

7. The retail sales statistics in this report are *outlet* statistics and not commodity statistics. Hence, for example, statistics on "clothing, footwear and allied products" do not relate to the total sales of clothing, footwear and allied products, but to the total sales in those shops selling such commodities either as the principal items or the only items. Sales figures for those outlets may therefore include other commodities. Conversely, some sales of clothing, footwear and allied products may have been subsumed in the sales figures for other outlets (such as supermarkets, where some minor clothing and footwear items are also available).

8. With the existing outlet classification, the overlapping of commodity coverage among the different outlet types should not be considerable in most cases. However, in the case of department stores, because of the very nature of their operating characteristics, there is a much greater overlapping with the other outlet types, in terms of commodity coverage. Care should be taken about this when interpreting the sales statistics in this report.

9. 表一列出一九九九年五月至二零零零年三月的修訂零售業總銷貨額數字和二零零零年四月的臨時數字。表內亦列出一九九九年五月至二零零零年四月所有零售商及各零售商類別的零售價值指數，其中以一九九四年十月至一九九五年九月期內的每月平均指數定為一百。

10. 表二列出一九九九年五月至二零零零年四月所有零售商及各零售商類別的零售量指數，其中以一九九四年十月至一九九五年九月期內的每月平均指數定為一百。

11. 表三展示零售業總銷貨數量的變動情況。它列出以原來數列計算某月份與上年同月比較的按年變動百分率；及以經季節性調整數列計算，截至所示月份的三個月與先前三個月比較的變動百分率。

12. 圖一及圖二分別顯示由一九九七年七月至二零零零年四月的總零售價值和零售量指數的變動，及由一九九七年七月至二零零零年四月的經季節性調整指數。

9. Table 1 presents the revised total retail sales figures from May 1999 to March 2000 and the provisional figure for April 2000. The value index of retail sales from May 1999 to April 2000 for all retail outlets and by type of retail outlet are also shown, with average retail sales from October 1994 to September 1995 taken as 100.

10. Table 2 presents the volume index of retail sales from May 1999 to April 2000 for all retail outlets and by type of retail outlet, with average retail sales from October 1994 to September 1995 taken as 100.

11. Table 3 shows the movement of total retail sales volume in terms of the year-on-year rate of change for a month compared with the same month in the preceding year based on the original series, and in terms of the rate of change for a three-month period compared with the preceding three-month period based on the seasonally adjusted series.

12. Chart 1 and 2 depict, respectively, the movements of the value and volume indices of total retail sales from July 1997 to April 2000 and the seasonally adjusted indices from July 1997 to April 2000.

表一： 一九九九年五月至二零零零年四月的零售業銷貨價值

Table 1 : Retail sales in value from May 1999 to April 2000

零售商類別 Type of retail outlet	1999								2000				
	5	6	7	8	9	10	11	12	1 ⁽¹⁾	2 ⁽¹⁾	1 - 2 ⁽¹⁾	3	4 *
所有零售商類別的零售業銷貨價值 (以港幣百萬元計) Value of retail sales of all retail outlets (in HK\$ million)	15,293.1	14,840.9	15,807.5	15,162.2	14,333.3	15,186.5	14,349.6	16,587.9	17,762.5	14,123.3	31,885.8	15,375.4	15,516.7
銷貨價值指數 (九四年十月至九五年九月 = 100) Value index (Oct. 94 - Sep. 95 = 100)													
所有零售商類別 All retail outlets	88.1 (-7.9)	85.5 (-6.3)	91.0 (-7.7)	87.3 (-7.6)	82.5 (-6.4)	87.5 (-4.9)	82.6 (-2.7)	95.5 (-1.5)	102.3 (+12.6)	81.3 (+0.3)	91.8 (+6.8)	88.6 (+9.1)	89.4 (+7.7)
食品、酒類飲品及煙草 (超級市場除外) Food, alcoholic drinks and tobacco (other than supermarkets)	108.6 (-1.8)	95.7 (-2.0)	99.5 (-4.8)	98.4 (-4.1)	114.8 (+1.8)	111.9 (-1.4)	105.3 (-0.5)	111.8 (-0.6)	122.5 (+8.5)	95.3 (-5.7)	108.9 (+1.8)	107.0 (+1.0)	107.2 (+1.7)
超級市場 Supermarkets	122.1 (-0.3)	120.1 (-2.4)	125.9 (-0.9)	132.3 (+2.0)	128.7 (+5.3)	127.3 (+6.0)	117.6 (+4.3)	129.8 (+5.1)	132.5 (+16.4)	123.2 (-5.5)	127.8 (+4.7)	116.9 (+8.7)	122.0 (+5.8)
燃料 Fuels	79.9 (-21.2)	81.8 (-17.6)	88.0 (-11.7)	80.9 (-15.9)	79.1 (-5.2)	83.4 (-0.5)	82.1 (+8.2)	92.7 (+8.4)	97.6 (+14.1)	72.4 (+10.7)	85.0 (+12.6)	87.4 (+10.5)	86.1 (+6.6)
衣物、鞋類及有關製品 Clothing, footwear and allied products	71.8 (-19.2)	57.1 (-24.9)	66.3 (-23.2)	57.8 (-25.2)	48.5 (-22.9)	63.1 (-15.6)	61.9 (-10.7)	85.3 (-4.3)	83.2 (-4.3)	62.0 (-12.1)	72.6 (-7.8)	66.7 (+10.1)	72.5 (+15.6)
服裝 Wearing apparel	71.8 (-20.6)	55.7 (-26.7)	64.8 (-24.1)	54.4 (-24.7)	46.4 (-19.9)	63.6 (-15.4)	60.2 (-8.7)	85.4 (-4.0)	79.5 (-6.0)	58.6 (-10.9)	69.1 (-8.2)	63.1 (+8.2)	72.1 (+17.9)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	71.8 (-7.3)	66.7 (-11.3)	77.1 (-17.7)	82.4 (-27.8)	63.5 (-35.9)	59.5 (-16.9)	74.1 (-20.6)	84.5 (-6.5)	109.6 (+5.8)	86.3 (-17.8)	97.9 (-6.1)	93.4 (+20.4)	75.7 (+1.4)

註釋： * 臨時數字。

(1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(2) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

'5' 字下面有橫線者乃由進位而來。

Notes :

* Provisional figures.

(1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(2) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

The underlined figures were rounded up to 5.

表一： 一九九九年五月至二零零零年四月的零售業銷貨價值 - 續
Table 1 : Retail sales in value from May 1999 to April 2000 - Continued

零售商類別 Type of retail outlet	1999								2000				
	5	6	7	8	9	10	11	12	1 ⁽¹⁾	2 ⁽¹⁾	1-2 ⁽¹⁾	3	4 *
耐用消費品 Consumer durable goods	84.0 (-5.8)	88.9 (-2.5)	88.0 (+2.0)	91.6 (+7.5)	96.2 (-0.3)	87.0 (+0.7)	80.3 (-5.0)	80.5 (-5.5)	98.3 (+24.3)	73.2 (+19.5)	85.7 (+22.2)	111.6 (+35.2)	102.4 (+14.9)
汽車及汽車零件 Motor vehicles and parts	53.3 (-24.6)	61.7 (-20.4)	60.4 (-14.8)	72.6 (+4.0)	69.0 (+5.8)	70.0 (+9.5)	62.8 (+9.7)	48.8 (-4.0)	70.1 (+46.3)	51.7 (+47.5)	60.9 (+46.8)	98.4 (+52.9)	67.2 (+12.3)
傢具及固定裝置 Furniture and fixtures	84.7 (-3.7)	88.3 (-5.4)	92.5 (-4.3)	89.4 (-4.6)	91.7 (-9.5)	85.8 (+2.3)	89.2 (-2.6)	103.7 (+4.4)	157.0 (+15.8)	80.2 (+3.3)	118.6 (+11.2)	114.1 (+11.6)	119.5 (+23.5)
其他耐用消費品 Other consumer durable goods	108.2 (+3.7)	110.6 (+9.1)	108.5 (+14.0)	107.3 (+13.2)	119.2 (-0.6)	100.9 (-3.9)	91.4 (-12.0)	98.4 (-8.9)	102.3 (+18.7)	88.0 (+14.5)	95.2 (+16.7)	121.3 (+33.7)	124.9 (+13.7)
百貨公司 Department stores	65.8 (-12.8)	60.2 (-16.1)	64.9 (-17.5)	63.9 (-19.0)	58.2 (-6.4)	64.2 (-0.4)	70.3 (+7.5)	95.9 (+4.0)	84.8 (+14.2)	68.7 (-2.3)	76.8 (+6.1)	56.4 (-2.2)	62.2 (+7.1)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	75.0 (-14.3)	83.5 (-4.5)	89.3 (-1.1)	71.9 (+1.6)	68.9 (-4.7)	75.0 (-4.7)	78.5 (-2.8)	90.4 (-3.5)	98.0 (+20.4)	76.2 (-4.3)	87.1 (+8.2)	74.9 (+6.1)	65.5 (+11.7)
其他未分類消費品 Other consumer goods, not elsewhere classified	108.1 (+1.7)	107.3 (+6.1)	116.9 (-7.5)	113.9 (-11.5)	90.0 (-16.1)	105.6 (-12.8)	86.5 (-8.4)	97.2 (-4.9)	115.4 (+11.6)	93.9 (+9.5)	104.6 (+10.6)	97.4 (-1.9)	106.8 #
超級市場及百貨公司內的超級市場部門 ⁽³⁾ Supermarkets and supermarket sections of department stores ⁽³⁾	118.7 #	116.6 (-2.1)	121.9 (-0.6)	127.4 (+1.5)	124.6 (+5.1)	122.7 (+4.6)	113.7 (+3.2)	126.4 (+3.6)	128.6 (+15.4)	120.0 (-6.3)	124.3 (+3.8)	112.0 (+6.6)	117.4 (+5.3)

註釋： * 臨時數字。

表示數字在±0.05%之間。

(1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(2) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

(3) 以上「超級市場」的數字不包括百貨公司內的超級市場部門。這是兩者的合計數字，以作補充。

'5' 字下面有橫線者乃由進位而來。

Notes :

* Provisional figures.

Denotes a figure within ±0.05%.

(1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(2) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

(3) The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Here are supplementary statistics that include such sales.

The underlined figures were rounded up to 5.

表二： 一九九九年五月至二零零零年四月的零售業銷貨數量（九四年十月至九五年九月 = 100）

Table 2 : Retail sales in volume from May 1999 to April 2000 (Oct. 94 - Sep. 95 = 100)

零售商類別 Type of retail outlet	1999								2000				
	5	6	7	8	9	10	11	12	1 ⁽¹⁾	2 ⁽¹⁾	1 - 2 ⁽¹⁾	3	4 *
所有零售商類別 All retail outlets	83.7 (-1.3)	81.9 (-0.3)	89.4 (+0.8)	87.1 (+2.1)	82.0 (+2.2)	85.9 (+3.4)	81.7 (+4.9)	95.8 (+5.8)	103.9 (+20.6)	82.0 (+5.9)	93.0 (+13.6)	90.3 (+15.5)	89.7 (+13.7)
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	105.6 (+2.7)	94.0 (+4.4)	98.4 (+1.6)	97.4 (-0.3)	108.2 (+3.0)	105.4 (-2.1)	100.4 (-2.6)	104.8 (-2.5)	115.8 (+6.4)	89.7 (-5.5)	102.7 (+0.9)	103.3 (+0.5)	104.4 (+0.2)
超級市場 Supermarkets	93.8 (-5.5)	93.4 (-5.8)	102.5 (+0.6)	110.8 (+7.1)	109.1 (+11.9)	108.5 (+13.2)	100.1 (+11.7)	111.3 (+14.1)	115.2 (+28.7)	105.7 (+3.4)	110.4 (+15.2)	99.4 (+19.1)	105.2 (+17.5)
燃料 Fuels	69.6 (-20.9)	72.5 (-15.7)	79.0 (-8.7)	74.0 (-11.6)	71.8 (-1.0)	73.0 (-0.1)	71.9 (+8.7)	80.1 (+5.6)	84.4 (+13.1)	60.6 (+4.5)	72.5 (+9.4)	72.1 (+2.7)	71.8 (+2.2)
衣物、鞋類及有關製品 Clothing, footwear and allied products	73.6 (+6.3)	58.3 (-5.1)	72.3 (+1.1)	65.5 (+0.8)	53.6 (+0.7)	67.3 (+8.2)	65.1 (+8.1)	93.9 (+10.2)	97.8 (+11.6)	76.4 (+1.8)	87.1 (+7.0)	80.6 (+23.9)	82.4 (+29.2)
服裝 Wearing apparel	72.5 (+4.5)	57.1 (-6.2)	71.3 (+1.3)	62.1 (+3.6)	51.5 (+6.1)	67.5 (+9.1)	63.2 (+10.6)	94.6 (+10.5)	95.0 (+10.0)	73.7 (+3.7)	84.3 (+7.2)	77.6 (+22.4)	82.5 (+32.0)
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	72.2 (+12.6)	67.7 (+6.6)	81.6 #	89.4 (-11.3)	68.5 (-21.2)	63.3 (+1.6)	78.4 (-4.9)	91.2 (+8.1)	121.8 (+21.2)	98.6 (-7.9)	110.2 (+6.2)	105.6 (+32.1)	83.5 (+12.1)

註釋：* 臨時數字。

表示數字在±0.05%之間。

(1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(2) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

'5' 字下面有橫線者乃由進位而來。

Notes :

* Provisional figures.

Denotes a figure within ±0.05%.

(1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(2) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

The underlined figures were rounded up to 5.

表二： 一九九九年五月至二零零零年四月的零售業銷貨數量（九四年十月至九五年九月 = 100） - 續

Table 2 : Retail sales in volume from May 1999 to April 2000 (Oct. 94 - Sep. 95 = 100) - Continued

零售商類別 Type of retail outlet	1999								2000				
	5	6	7	8	9	10	11	12	1 ⁽¹⁾	2 ⁽¹⁾	1 - 2 ⁽¹⁾	3	4 *
耐用消費品 Consumer durable goods	88.9 (+0.4)	94.5 (+3.5)	94.9 (+9.2)	100.6 (+17.5)	106.5 (+9.0)	98.7 (+11.8)	91.2 (+6.0)	92.7 (+6.8)	111.2 (+36.0)	82.9 (+29.6)	97.0 (+33.2)	128.4 (+46.6)	116.0 (+22.4)
汽車及汽車零件 Motor vehicles and parts	61.3 (-17.9)	70.8 (-14.2)	69.4 (-8.9)	83.3 (+11.4)	81.4 (+13.6)	83.3 (+16.2)	73.6 (+13.3)	57.4 (-0.8)	80.7 (+45.8)	60.0 (+48.4)	70.3 (+46.9)	115.3 (+55.4)	79.6 (+15.1)
傢具及固定裝置 Furniture and fixtures	80.0 (+4.6)	83.8 (+4.2)	90.3 (+8.0)	86.5 (+5.9)	90.1 (+1.4)	85.4 (+16.7)	88.7 (+11.3)	103.5 (+17.2)	158.7 (+28.0)	80.4 (+9.5)	119.6 (+21.1)	117.1 (+20.9)	122.5 (+34.0)
其他耐用消費品 Other consumer durable goods	112.7 (+10.2)	115.8 (+15.5)	115.5 (+22.2)	116.9 (+24.4)	130.1 (+8.6)	113.8 (+8.3)	104.5 (+1.1)	115.7 (+7.4)	117.1 (+34.8)	100.6 (+27.9)	108.9 (+31.5)	140.3 (+49.5)	141.4 (+23.0)
百貨公司 Department stores	63.4 (+2.9)	57.6 (-4.2)	63.8 (-5.0)	65.6 (-3.8)	57.9 (+7.7)	63.1 (+14.7)	69.2 (+22.1)	96.8 (+13.3)	87.9 (+23.9)	72.8 (+5.0)	80.3 (+14.5)	58.2 (+1.9)	62.8 (+12.4)
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	81.6 (-9.5)	93.1 (+1.0)	102.2 (+8.6)	83.3 (+10.9)	80.0 (+3.3)	79.5 (-4.5)	86.0 (+0.2)	100.0 (+0.5)	108.3 (+23.0)	80.2 (-7.5)	94.2 (+7.9)	81.0 (+5.8)	71.2 (+11.6)
其他未分類消費品 Other consumer goods, not elsewhere classified	91.5 (+0.6)	90.5 (+4.8)	99.9 (-7.7)	98.7 (-10.5)	78.0 (-13.8)	94.3 (-7.4)	76.4 (-3.4)	86.7 (+0.7)	103.1 (+17.9)	83.2 (+14.2)	93.1 (+16.3)	86.2 (+2.2)	94.4 (+4.2)
超級市場及百貨公司內的超級市場部門 ⁽³⁾ Supermarkets and supermarket sections of department stores ⁽³⁾	91.3 (-5.2)	90.8 (-5.5)	100.7 (+2.4)	108.2 (+8.1)	106.9 (+13.0)	105.6 (+12.8)	97.7 (+11.7)	109.8 (+13.9)	113.3 (+29.3)	104.8 (+4.3)	109.0 (+15.9)	96.4 (+18.3)	102.2 (+18.1)

註釋：* 臨時數字。

Notes :

* Provisional figures.

(1) 零售業於每年首兩個月的銷售情況，受農曆新年時間的影響而出現頗大的波動，在此列出一月及二月合計的銷售數字以供參考。

(2) 括號內數字表示與上年同期比較的變動百分率，並根據未進位的數字計算。

(3) 以上'超級市場'的數字不包括百貨公司內的超級市場部門。這是兩者的合計數字，以作補充。

'5' 字下面有橫線者乃由進位而來。

(1) Affected by the timing of the Lunar New Year festival, retail sales tend to show rather significant volatilities in the first two months of the year. The combined retail sales figures for January and February are presented for ease of reference.

(2) Figures in brackets refer to the percentage changes over the same period of the preceding year and are calculated based on unrounded figures.

(3) The figures for 'supermarkets' above do not include sales in supermarket sections of department stores. Here are supplementary statistics that include such sales.

The underlined figures were rounded up to 5.

表三：一九九九年二月至二零零零年四月的零售業總銷貨數量變動情況
Table 3: Movement of total retail sales volume, February 1999 - April 2000

原來數列 Original Series			經季節性調整數列 Seasonally Adjusted Series		
年/月 Year/Month	按年變動百分率 Year-on-year rate of change (%)	截至下列月份的 三個月 3 months ending 年/月 Year/Month	與截至下列月份的 三個月比較 Compared with the 3 months ending 年/月 Year/Month	變動百分率 [@] Rate of change (%) [@]	
1999 2	#	1999 2	1998 11	-1.5	
3	-9.4	3	12	-1.6	
4	-3.3	4	1999 1	5.3	
5	-1.3	5	2	4.1	
6	-0.3	6	3	6.4	
7	0.8	7	4	2.6	
8	2.1	8	5	1.5	
9	2.2	9	6	-1.9	
10	3.4	10	7	-2.7	
11	4.9	11	8	-1.4	
12	5.8	12	9	0.9	
2000 1	20.6	2000 1	10	3.5	
2	5.9	2	11	6.8	
3	15.5	3	12	9.1	
4	13.7*	4	2000 1	9.6*	

註一：* 臨時數字。

Note 1: * Provisional figures.

註二：@ 這變動百分率是截至有關月份的三個月按月平均指數，與先前三個月的按月平均指數比較而計算出來。例如，截至九九年十二月份的三個月變動百分率是九九年十月、十一月及十二月的按月平均指數與九九年七月、八月及九月的按月平均指數比較的變動百分率。

Note 2: @ The rate is calculated by comparing the monthly average index for the 3-month period ending the month in question with that for the preceding 3-month period, e.g. the rate for the 3 months ending Dec. 99 is the percentage change of the average monthly index for Oct., Nov. and Dec. 99 over the average monthly index for Jul., Aug. and Sep. 99.

註三：# 表示數字在±0.05之間。

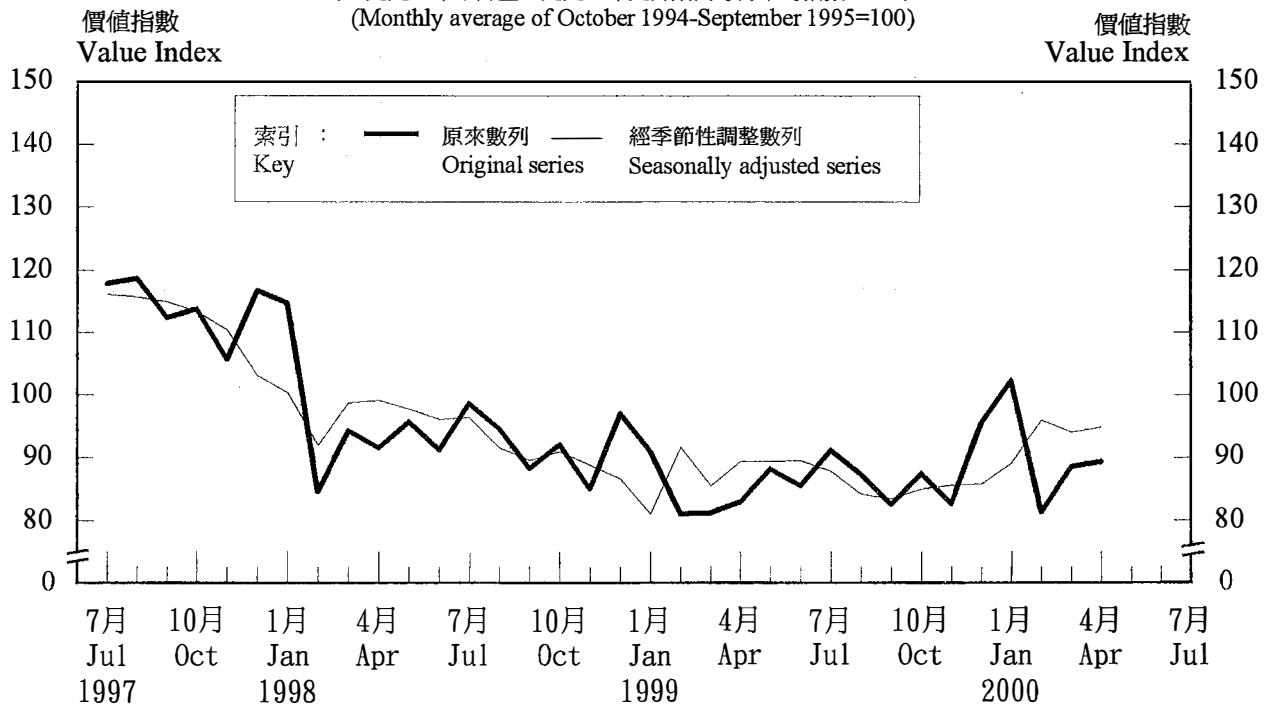
Note 3: # Denotes a figure within ±0.05.

註四：'5' 字下面有橫線者乃由進位而來。

Note 4: The underlined figures were rounded up to 5.

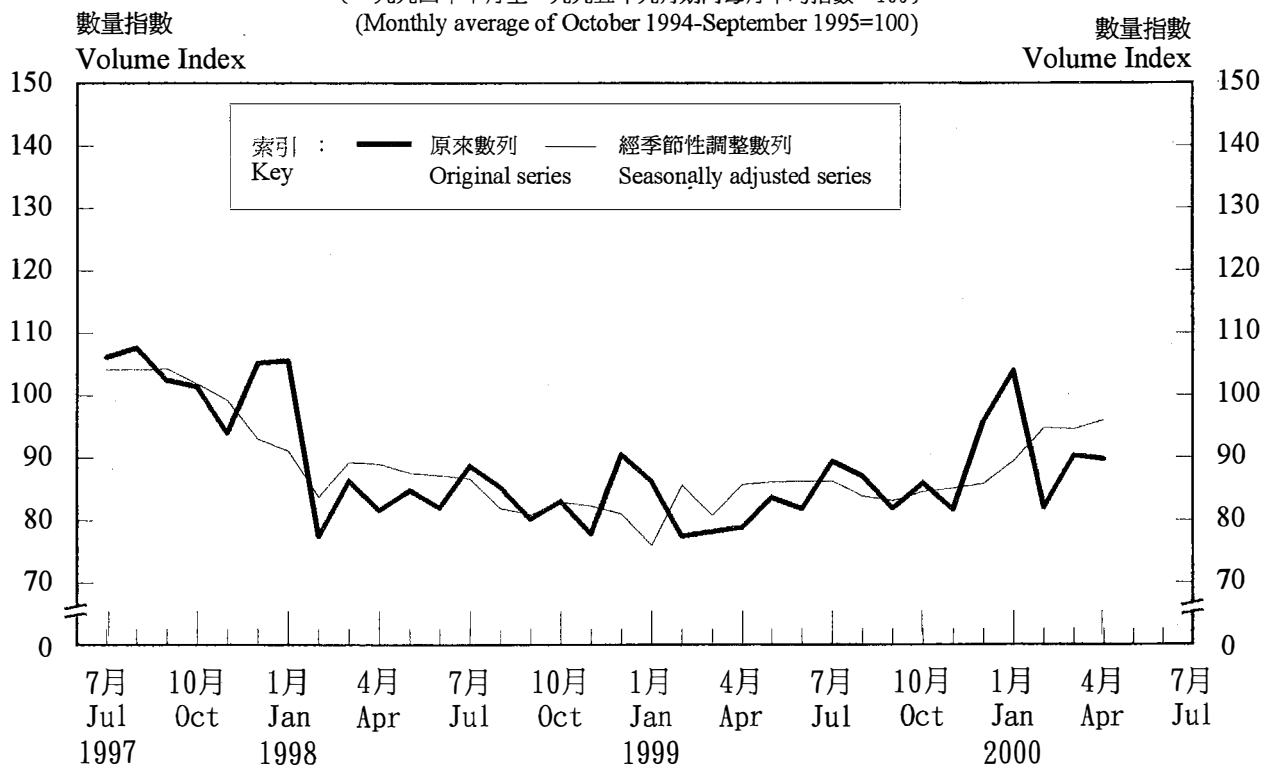
圖一：總零售價值指數
Chart 1 : Value index of total retail sales

(一九九四年十月至一九九五年九月期內每月平均指數=100)
(Monthly average of October 1994-September 1995=100)



圖二：總零售量指數
Chart 2 : Volume index of total retail sales

(一九九四年十月至一九九五年九月期內每月平均指數=100)
(Monthly average of October 1994-September 1995=100)



統計調查方法

統計調查的涵蓋範圍

零售業銷售額按月統計調查涵蓋香港所有零售業機構單位。

有關各零售商類別的涵蓋範圍，請參考附錄。

樣本設計

這項統計調查是使用輪換複樣本抽樣設計。

抽樣框是先以零售商類別分層，然後在每個零售商類別分層內，再以就業人數分層。最後在每一分層中，抽取指定數量的複樣本。

每個分層所抽取的複樣本大小是依照內曼配置方式，按每零售商類別估計零售業銷售額的理想精確程度而決定。

在每個月的三個複樣本當中，會換出一個舊複樣本，由另一個新複樣本取代。每月共選出約二千四百間零售業機構單位作樣本。

資料搜集

統計調查問卷以郵遞方式寄予獲選的機構單位。數據主要經郵遞方式收取，如有需要，則會安排造訪，以搜集及核實有關資料。

Survey methodology

Survey coverage

The Monthly Survey of Retail Sales covers all retail establishments in Hong Kong.

See Appendix for description of the coverage of each type of retail outlet.

Sample design

A rotational replicate sample design is adopted.

Under this design, retail establishments are first stratified by type and then by employment size. Within each stratum, a given number of replicates are created.

Sample size in each replicate is determined by Neyman's Allocation based on variability in sales value.

For each month, three replicates are used, with one new replicate rotated in and one old replicate rotated out. A total of around 2400 retail establishments are thus selected for enumeration for each reference month.

Data collection

For each survey round, questionnaires are mailed to sampled establishments. Data are mainly collected by post, supplemented by face-to-face enumeration and verification as necessary.

不同零售商類別的涵蓋範圍
Coverage of different types of retail outlets

零售商類別 Type of retail outlet	涵蓋範圍 Coverage
食品、酒類飲品及煙草（超級市場除外） Food, alcoholic drinks and tobacco (other than supermarkets)	新鮮及急凍魚類及禽畜肉類、新鮮蔬果、其他食品及酒類飲品及煙草的零售商。 Retail outlets selling fish, livestock and poultry, fresh or frozen; fruits and vegetables, fresh; other foodstuffs and alcoholic drinks and tobacco.
超級市場 Supermarkets	超級市場 Supermarkets
燃料 Fuels	油站及柴炭類燃料及石油產品如火水及石油氣等的零售商。 Petrol filling stations and retail outlets selling coal, coke, charcoal, firewood and petroleum products, like kerosene and L.P. gas, etc.
服裝 Wearing apparel	時裝店及成衣、運動服裝、晚裝、毛皮衣物及配件如手套、帽類及皮製腰帶等的零售商。 Boutique shops and retail outlets selling garments, sportswear, evening dresses, fur clothing and accessories like gloves, hats and leather belts, etc.
鞋類、有關製品及其他衣物配件 Footwear, allied products and other clothing accessories	鞋類、布料、製衣配件及其他衣物、鞋類及有關製品的零售商。 Retail outlets selling footwear, fabrics, tailoring accessories and other clothing, footwear and allied products.
汽車及汽車零件 Motor vehicles and parts	汽車、電單車及配件及零件等的零售商。 Retail outlets selling motor vehicles, motor-cycles and accessories and parts, etc.
傢具及固定裝置 Furniture and fixtures	傢具及固定裝置、裝褥及廚櫃等的零售商。 Retail outlets selling furniture and fixtures, mattress and kitchen cupboards, etc.
其他耐用消費品 Other consumer durable goods	電器及攝影器材，機械及辦公室器材除外、樂器及其他耐用消費品的零售商。 Retail outlets selling electrical goods and photographic equipment, except machinery and office equipment and appliances; musical instruments and other consumer durable goods.
百貨公司 Department stores	百貨公司 Department stores
珠寶首飾、鐘錶及名貴禮物 Jewellery, watches and clocks, and valuable gifts	金飾店、珠寶、玉器及寶石店、名貴禮品店、珠寶錶行及鐘錶等的零售商。 Goldsmith shops, jewellery, jade and precious stone shops, valuable gifts shops, watch and jewellery shops and retail outlets selling watches and clocks, etc.
其他未分類消費品 Other consumer goods, not elsewhere classified	眼鏡店及書報及文具、中藥、唱片、錄音帶及錄影帶、藥物及化粧品及其他消費品的零售商。 Optical shops and retail outlets selling books, newspapers, stationery and gifts; Chinese drugs and herbs; records and recording tapes; medicines and cosmetics stores and other consumer goods.

